

Appl. No. 10/815,640
Amdt. Dated January 15, 2007
Response to Final Office Action of December 12, 2006

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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method of limiting a number of faxed communications between an application and a user, via a sensing device interacting with machine-readable coded data printed on a surface, the method comprising the steps, performed in a computer system, of:

- (a) receiving interaction data representing the interaction of the sensing device with the coded data, the interaction data enabling identification of the application;
- (b) transmitting information based on at least some of the interaction data to the application; and
- (c) allocating and recording a unique reply code one-time-use reply number for the transmitted information;
- (d) recording the reply number in a list of reply numbers;
- (e) monitoring incoming faxes for a match with the reply number contained in the list;
- (f) transmitting an incoming fax from the application to the user only in the event of a match; and
- (g) removing the reply number from the list in the event of a match, thereby limiting the number of replies to one reply.

~~, said reply code having a predetermined maximum number of reply transmissions associated therewith, thereby enabling transmission of up to a predetermined number of electronic messages from the application to the user.~~

2. – 10. (Cancelled).

11. (Original) The method of claim 1, further including the steps, performed in the computer system, of:

- assigning an alias ID to the user; and
- transmitting the alias ID to the application with the information based on the interaction data, thereby maintaining anonymity of the user with respect to the application.

12. – 13. (Cancelled)

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14. (Currently Amended) The method of claim 1, wherein the ~~electronic message~~faxed reply is indicative of any one or more of the following:

- a confirmation of receipt of the interaction data; and
- a response based on the interaction data received in the computer system;

15. (Previously Presented) The method of claim 1 wherein the surface includes human-readable information.

16. – 18. (Cancelled).

19. (Original) The method of claim 18, wherein the machine-readable coded data is substantially invisible to a human.

20. (Currently Amended) A system for: enabling an user to enter a competition; and limiting subsequent communication between a application and the user; via a sensing device interacting with machine-readable coded data printed on a surface, the system comprising a computer system configured and programmed to:

- (a) receive interaction data representing the interaction of the sensing device with the coded data;
- (b) transmit information based on the interaction data to the application; and
- (c) allocate ~~and record~~ a unique one-time-use reply number~~reply code~~ for the transmitted information;
- (d) record the reply number in a list of reply numbers;
- (e) monitor incoming faxes for a match with the reply number contained in the list;
- (f) transmit an incoming fax from the application to the user only in the event of a match,
- (g) remove the reply number from the list in the event of a match, thereby limiting the number of replies to one reply.

~~said reply code having a predetermined maximum number of reply transmissions associated therewith, thereby enabling transmission of up to a predetermined number of electronic messages from the application to the user.~~

21. – 27. (Cancelled).

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28. (Original) The system of claim 20, wherein the surface includes human-readable information, the interaction data representing interaction of the sensing device with the human-readable information such that at least some of the coded data coincident or adjacent the human-readable information is sensed during the interaction.

29. (Original) The system of claim 20, wherein the coded data relates to an identity of the surface, and the interaction data is indicative of the identity.

30. (Previously Presented) The system of claim 20, wherein the surface includes one or more of: information fields that show information about the surface; button fields that generate one or more actions in the computer system when interacted with by the sensing device; and entry fields for receiving user input through interaction of the sensing device with the entry fields; the interaction data representing interaction of the sensing device with the one or more fields.

31. – 35. (Cancelled).

36. (Original) The system of claim 20, wherein the computer system includes a page server configured and programmed to convert the interaction data to form data, and to transmit the form data to the application.

37. (Original) The system of claim 20, wherein the computer system includes a netpage registration server configured and programmed to identify the user and to allocate an alias ID to maintain anonymity of the user.

38. (Cancelled).

39. (Original) A surface including coded data and human-readable information, configured for use in the method of claim 1 or the system of claim 20.